

# TORRANCE ENTERPRISE

TORRANCE THE MODERN INDUSTRIAL CITY

VOL. NO. 1

APRIL 1, 1921

Published Every Friday at Torrance, California.

—Boost The Chamber of Commerce—

NO. 22.

## MRS. MORFORD IS CALLED BY DEATH

### SUDDEN DEATH OF ANOTHER OF TORRANCE'S PROMINENT WORKERS

Mrs. Carrie Morford passed away early Tuesday morning as the result of an operation in the Pacific Hospital, bringing to a close the career of one of Torrance's foremost active lives spent in doing good to everyone and for the communities in which she lived, as Mrs. Morford was known to everyone as a kind and gentle mother, always ready to offer a word of comfort and encouragement to those who needed such advice.

Mrs. Carrie Abula Morford was born October 3, 1872 at Bushhill, Pennsylvania and died at 5:30 Tuesday morning, March 29, 1921, in the Pacific hospital, Los Angeles where she was taken last Thursday for an operation. She was married June 19, 1892 at Gary, Nebraska, to Edgar B. Morford, six children being reared. She has been a resident of Torrance for five years, coming to California twelve years ago from Cheyenne, Wyoming. The funeral services were held Thursday at the First Baptist church in Gardena, the Rev. Stanley Thorpe of Torrance and the Rev. Hurley of Gardena officiating. Interment was made in Inglewood cemetery. The Women's Benefit Association of the Torrance-Macabees, of which deceased was a member, and "Lady Commander" for this year, were present and assisted in the services at both the church and the grave. A delegation from the Women's Auxiliary of the Trainmen of Los Angeles of which Mrs. Morford was a member for twenty years, were also present. Deceased was an active member of the Baptist church and gave her impartial help toward community benefits wherever she lived. Mrs. Morford was one of the directors of the Hospital Association here, an enterprise in which the late J. S. Torrance was intently interested in. She leaves to mourn her death her husband, Edgar B. Morford and six children: Mrs. Cora Emerson, Chester Morford, Mrs. Mabel Abbott, New York, Erma Morford, Lucy Morford, Edgar Morford, Mr. and Mrs. C. D. Crown of Torrance, mother and father, and sisters, Mrs. Florence Parker of North Powder, Oregon, Eula Cox, Fairfield, Neb., Mrs. Sady Park of Evansville, Wisconsin, Edward Crown, Thermopole, Wyoming, Chester Crown, Kembell, Neb., Wm. Crown, Kembell, Neb., and Geo. Crown, Creston, Washington.

#### NOTICE

Anyone having news items, want ads, or advertisements for the Torrance "Enterprise" are requested to leave same at the office of A. G. Pruitt, phone 4, or address P. O. Box 787, care Torrance "Enterprise" Torrance, Cal.

## MANY REAL ESTATE SALES ARE MADE

- M. L. May general sales agent for the Dominguez Land Corporation reports the following sales over a period of three days:
- R. A. Starrett of Long Beach purchased Lot 15, Block 44.
- P. J. Rogers, Torrance, Lot 6, Block 53.
- C. Christianson of Los Angeles, Lot 9, Block 8.
- Ole Erickson of Flagstaff, Arizona, Lot 9, Block 62.
- J. J. Duffy, Santa Ana, Lot 11, Block 53.
- Gertrude Reynolds of Los Angeles, Lot 62, Block 62.
- R. A. Gish, Redondo Beach, Lot 6 and 7, Block 55.
- Miss Morran and Miss Youngworth of Chicago, Lot 5, Block 55.
- Mrs. S. Greathouse, Pasadena, Lot 12 Block 62.
- G. C. Tutton, Torrance, Lot 12, Block 92.
- W. O. Madglin, Torrance, Lot 13, Block 92.
- R. Z. Herb, hardware salesman, Lot 25, Block 44, Torrance.
- Harry Guss, of Santa Ana, Lot 1 and 2, Vista Highlands. Mr. Herb expects to build on his property at an early date and move to his new home site.

## MOVING PICTURE INDUSTRY FORMED

The business meeting of a new moving picture industry was held Saturday evening, March 26, in Los Angeles at which meeting many residents of Torrance were present, being financially interested in the new concern. R. W. Wormsley, general counsel Torrens Title Service Co., was elected chairman. W. H. Gilbert, chairman of the Pacific Electric Housing Commission, was elected secretary, and J. L. Small, paymaster for the Pacific Electric Railway Company, was elected treasurer.

The company was formed with a capital stock of \$35,000, and has purchased the rights of thirty-five stories published by Ellis Parker Butler, Philo Gubb being the principle character in these stories. It is expected that the first of these stories will be shown on the screen within the next three or four weeks.

—Boost The Chamber of Commerce—

## WANT ROUTE DESIGNATED BY SIGNS

### CHAMBER OF COMMERCE ASKS AID OF AUTO CLUB IN PLACING SIGNS

The publicity committee has compiled and forwarded to the secretary of the Auto Club of Southern California a letter seeking their cooperation in establishing a sign by them at the intersection of Western Avenue and Redondo Boulevard in Torrance. It is expected that a representative of the Club will meet with this committee in the very near future for the purpose of erecting such a sign. This sign will give us one more avenue of publicity and will be appreciated by this committee if any citizen in Torrance will extend them their views on the erection of signs or any other means of publicity, which may be published to advantage of the City of Torrance. It is expected to have a representative from Torrance appointed by one of more of the Los Angeles daily papers which will publish news items daily from this city. Announcement of this appointment will be made later.

### NEW PRESIDENT LIVE WIRE

To say that our new president of the chamber of commerce, C. A. Paxman, is a live wire is putting it mildly. As a resume of what he has already accomplished in the few days that he has been at the head of this organization will prove: The first act of President Paxman's part was to solicit an increase in membership from the fair sex of our beautiful city. And we will have to agree with him that this is one strong move toward putting the chamber of commerce on a solid basis, as the gentler sex are essential to the building up a great civic organization. At the present writing he has secured nearly fifty members—and is collecting the money, which means that many dollars have been added to our treasury.

Every resident of the City of Torrance is urged and cordially invited to become a member of our Chamber of Commerce, so that after the nineteenth of April, when this community shall have become a city, the Board of Trustees which will be elected on that date may have a strong organization upon which to rely for co-operation and advice in any move which they may contemplate for the betterment of our city. Thanks to our president for his rousing and timely move in this direction.

### OCCUPY NEW HOME

As the result of quick action on the part of J. O. Davidson the population of Torrance has been materially increased, when he and his family moved into their new home this week. Lot 10, Block 11, Vista Highlands Tract, was the site selected several days ago, and then a temporary house was built. Mr. Davidson, wife and two daughters are welcomed to Torrance, as it is residents of this type that will speak for the future growth of our city.

—Attend The Chamber of Commerce—

## Hon. J. S. Torrance Prominent Citizen and Benefactor Passes Away

### ALL TORRANCE SADDENED AT UNTIMELY DEATH OF FOUNDER OF THIS CITY WHICH BEARS HIS NAME

Delegations from Chamber of Commerce and Business Men Attend Funeral at South Pasadena. Factories Shut Down At Funeral Hour

Death has claimed this city's most beloved citizen, and the passing away of Jared S. Torrance, founder of the City of Torrance, was a distinct shock to everyone. Soon after the news had reached here of his sudden demise a halo of sadness settled all over the city, as everyone felt that he had lost a dear friend, which all realized was only too true.

Jared Sidney Torrance, for many years one of the most prominent men in Southern California, founder of Torrance, and intimately connected with its development, died at his home, 929 Buena Vista street, South Pasadena, after an illness of less than two weeks.

When the sad news was received in Torrance, C. A. Paxman called a special meeting of the chamber of commerce and arrangements followed for a large and beautiful floral wreath. Committees were appointed to interview the business men and manufacturing industries regarding closing and attending the funeral services which were held yesterday at the residence in South Pasadena at 3:30 p. m.

R. R. Smith, first president of the chamber of commerce, C. A. Paxman, president of the chamber of commerce, P. G. Briney, vice-president, and A. H. Bartlett, secretary will attend the funeral in a body as representatives of the chamber of commerce. The business men will attend in one delegation. C. A. Paxman, J. W. Post and M. L. May interviewed the factories here which were closed from 3:30 to 3:35 p. m. Sam Rappaport, J. H. Fess and Huron E. Reeve interviewed the business houses in Torrance and all were closed at 12:30 for the remainder of the day.

Mr. Torrance, who was born in Gowanda, N. Y., Aug. 3, 1852, and was graduated from Yale University in 1875, came to Pasadena in 1887 and soon thereafter began to play an ever-increasing part in the commercial and industrial life of Torrance, the industrial city, owes its name and existence to him. The most extensive transformation in the business section of Los Angeles was due largely to his influence and leadership.

Mr. Torrance had planned many improvements for his city here, which were more or less in the nebulous state when he died. One was the erection of a hospital where all could be cared for who needed medical attention, whether rich or poor, and free of charge is necessary.

## CHAMBER OF COMMERCE TO BROADEN ACTIVITY

Proud of the name "Chamber of Commerce" and the ideals and principles for which this name stands in Torrance, C. A. Paxman, newly elected president of the local organization has launched a membership campaign which has for its purpose the enrollment under the standard of community spirit, vision and integrity which will qualify this organization to take its place among the great civic institutions of Southern California.

It is a campaign for principle and business ideals rather than a mere drive for members, yet each member will be imbued with an endeavor to make this organization one of the greatest single factors for the development of Torrance, and her industries through civic effort.

With Torrance standing prominent in the spotlight as the fastest growing city in this section, and recognized the country over as a city that is

### GOLF ENTHUSIASTS MEET

Jimmie Reid, manager of the golf department of B. H. Dyas Co., with several of his under-studies, Los Angeles, were in consultation with the directors of the Torrance Country Club at their new site on Vista Highlands Friday of last week and were very much impressed with the plot chosen and the possibilities which will be derived from the tennis courts and golf links as out-door amusements, not only by the residents of our city, but by those of Redondo Beach, Gardena, Moneta, Lomita, Harbor City and as far south as San Pedro. The Rules and By-Laws for the club have been formerly adopted by the directors.

### REPORT BUSINESS GOOD

The merchants report business as usual. Better than expected for after-Easter week. With the new comers that are arriving almost daily, it is expected that business will more than double this year.

—Attend The Chamber of Commerce—

## TO HAVE A LOCAL WIRE OFFICE HERE

### WESTERN UNION TELEGRAPH CO. COMING TO TORRANCE AND OPEN OFFICE

The committee appointed by the Chamber of Commerce to confer with the Western Union Telegraph Company was in Los Angeles Tuesday, and advise that a representative from this company will visit Torrance in the near future to look over the location that has been offered them. The publicity committee has written letters to all the factories and industrial plants asking for an estimate of the number of telegrams that their respective companies would file for transmission each month in order to have something definite to submit to the Western Union officials on their visit.

—Vote for Incorporation—

### TORRANCE SCHOOL NEWS

Several of the patrons of the Torrance school have suggested to the road authorities the building of a curb in the boulevard directly in front of the school house. This plan is being agitated by those who are familiar with the narrow escape several children have experienced by speeding automobiles running around the curve in front of the school at such speed that it is impossible for the drivers to keep to the right side of the street, and several children have nearly been run down of late by these speed demons. It is quite as easy for machines going west to turn to the right here and not pass directly in front of the school but nearly every machine persists in making the run around the curve. This practice has grown to be a nuisance and if not stopped accidents are surely to follow. By placing a curbing in the street leaving just space enough for an automobile to pass would eliminate this danger. Those who drive to the school on business could then pass in at an opening in the curbing left open for that purpose. Such a curb as suggested would correct much of the speeding that is continually practiced in front of the school and the improvement ought to be made.

The Business Department of the Los Angeles schools have graded the grounds in front of the school building preparatory to installing a sprinkling system.

The Torrance school children are in the midst of a ticket selling campaign for the Chautauqua.

Waunette Davidson, Anette Davidson of Colorado, and Frank Perkin of Butte, Montana, are new rivals at the Torrance High school.

The increase in attendance in the Torrance schools averages 123 percent over last year. Every room is so crowded that Prof. Barnette is at a loss to know what to do with new arrivals.

The school boys have been busy for two weeks removing dead timber and leveling up a large lot to be used as additional playgrounds, so that the large children may play separate from the smaller scholars.

## AMERICAN LEGION DANCE GREAT EVENT

### EVERYONE JOINS IN MAKING AFFAIR A BIG SUCCESS FOR EX-SERVICE MEN

"Some Dance," was on the lips of every one who attended the Big Hard Time Dance given by the Torrance Post No. 170, American Legion, last Saturday night.

The party was held in the Land Office of the Dominguez Land Corporation on Carson street and was a big success. The building wasn't half large enough to hold the crowd which attended.

There were some big eats served which were enjoyed by everyone. The coffee, sandwiches and cake donated by the Ironton Hotel Cafe, and right here we want to thank Mr. Meinzer for his big heartedness which he so nobly displayed. We also wish to thank the Dominguez Land Corporation for the use of their building, which was turned over to the boys without compensation. Mr. C. A. Paxman, who loaned the boys lamps with which to light the building also showed that he wished the boys success for which we wish to extend him a vote of thanks.

The music, which was furnished by Mr. Hyde's Crack Jazz Orchestra was sure full of pep and jazz. No kiddin' those boys—excuse me there was a lady in it too—certainly can put across the jazz noise.

There was only one complaint registered and that was, "It didn't last long enough." It was a shame to break up the fun at such an early hour as 1:00 a. m., but then some of us needed a little sleep.

Messrs. Bowers, Paige and Deinger, who were the committee, deserve a mention of honor for the way in which they so effectively handled the entire affair. "Wicked" Willie Bowers acted as floor manager. A suggestion was made that a new floor manager be appointed for the next affair, which is coming off shortly and is going to be a big one. The reason for the suggestion was that "Wicked" was never on hand when needed. Someone went to look for the floor manager and they found him behind the piano with four young women.

We wish we had a few more like Wallace Post. When it comes to selling tickets and pushing an affair he has the rest of us backed off the map. Come on boys, show a little more pep the next time and don't let one do it all.

The Torrance Post has a big affair all ready which they are going to put over shortly. When we see "big" we mean "BIG." Just watch the Torrance Enterprise very closely for the announcement.

LEGION EDITOR.

—Attend The Chamber of Commerce—

### WIN TWO GAMES

The Union Tool Team won their game of base ball last Saturday, and the following day the Torrance Merchants won another game. The Utees will play the Alexander Giants tomorrow, April 2, at the latter's diamond in Los Angeles.

## BURKHART BUILDING TO BE MUCH LARGER

Changing the entire plans as originally adopted for a building 60 x 65 feet, Fred Burkhardt, owner of the lot on the corner of El Prado and Sartori streets, is now having new plans and specifications drawn for a building 80 x 130, or double the size of the first structure. This course of action was decided upon after the demand for store rooms and apartments became so insistent that it was considered good business to increase the size, when much of the cost would be eliminated also by doing all the work at once. The prestige and influence that a building of this size will have on Torrance in general can hardly be over estimated.

### SCHOOL BIDS OPENED

Bids for the erection of additional rooms to the school building were opened this week, the lowest being \$31,988. The contract will be let within a few days and work will start at once.